DOCUMENT RESUME

ED 164 013 IR 006 835

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TITLE Report on the First Annual Survey of the Circulation of Educational Media in the Public Schools.
INSTITUTION Indiana Univ., Bloomington. Audio-Visual Center.
PUB DATE 77
NOTE 27p.

EDRS PRICE MF-$0.83 HC-$2.06 Plus Postage.
DESCRIPTORS *Annual Reports; Films; *Information Utilization; Institutional Research; Instructional Materials; Instructional Materials Centers; *Instructional Media; *Public Schools; Questionnaires; Surveys; *Use Studies

ABSTRACT

This is the first in an annual series of studies on the circulation of media and the operation of educational media centers in United States Public Schools. The plan is to gather three types of data in each annual survey: (1) baseline data gathered each year, (2) an in-depth probe of a particular part of media programs, and (3) a compilation of most used media. The 1977 survey reported here probes the area of film booking practices and presents a compilation of the most heavily circulated 16mm films. The mailed questionnaire was distributed during August 1977, and represents data for the 1976-77 school year. (Author/JEG)

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REPORT ON THE FIRST ANNUAL SURVEY OF THE CIRCULATION OF EDUCATIONAL MEDIA IN THE PUBLIC SCHOOLS

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and

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Report on the First Annual Survey of the Circulation of Educational Media in the Public Schools

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Survey of Objectives

This survey is envisioned as the first in an annual series of studies on the circulation of media and operation of educational media centers in U. S. public schools. The plan is to gather three types of data in each annual survey: 1) baseline data gathered each year; 2) an in-depth probe of a particular part of media programs; 3) a compilation of most-used media (beginning in this survey with film).

The 1977 survey, reported here, probes the area of film booking practices and presents a compilation of the most heavily circulated 16mm films. The mailed questionnaire was distributed during August 1977, thus representing data for the 1976-77 school year.

Sample

The original sample for this survey consisted of 64 institutions that volunteered to participate in response to an invitational questionnaire sent in March 1977. The sample was a selected (rather than random) one and it was stratified according to size and type of institution.

Of the original sample, 16 of 19 school districts under 40,000 ADA, 10 of 12 school districts over 40,000 ADA, 9 of 12 counties, 13 of 14 regional and cooperative agencies, and 5 of 7 state departments responded. While the results would have been strengthened by 100% participation, the overall response rate of 83% is judged to be adequate for making some general inferences about the topics being probed.

Findings of the study are reported below.

Table 1. Baseline Data: Institutions Served

Institutions Served		Media Center Type: Under 40,000 ADA District	Over 40,000 ADA District	County	Reg. & Coop.	State
Public School Systems	range			16-229	6-220	96-1825
	average			100.75	27.58	960.5
Private School Systems	range			2-41	0-32	0-139
	average			14.5	11.92	64
Public Schools[1]						
Elementary	range	11-59	39-435	30-1050	16-225	158-1245
	average	31.13	126.1	233.57	114.46	649.75
Middle	range	0-8	0-15	0-25	0-48	0-160
	average	1.63	3.7	6.43	9.31	40
Jr. High	range	0-10	0-207	0-320	0-80	0-195
	average	3.69	37.9	59.14	17.54	54.25
Jr./Sr. Comb.	range	0-18	0-2	0-3	0-23	0-50
	average	1.5	0.2	0.44	3.92	11.2
Sr. High	range	1-5	4-185	0-200	1-86	25-364
	average	4	37.5	44.29	27.31	162.6
Area Vocational	range	0-1	0-5	0-65	0-5	0-25
	average	0.31	0.8	10.14	1.85	13.25
Community College	range	0-1	0-1	0-36	0-37	0-29
	average	0.06	0.1	6.71	3.31	11.25
Other[2]	range			0-16	0-76	71-300
	average			6	7.17	164.25
Private Schools[3]						
Elementary	range	0-9	0-29	0-35	0-19	0-67
	average	1.5	3.5	12.5	7.73	33.5
Middle	range	0	0	0	0-1	0
	average	0	0	0	0.09	0
Jr. High	range	0	0-3	0-3	0	0
	average	0	0.3	0.5	0	0
Jr./Sr. Comb.	range	0-1	0	0-6	0-9	0
	average	0.06	0	1	1	0
Sr. High	range	0-3	0-3	0-3	0-6	0-10
	average	0.31	0.3	0.83	2.09	5
Average Daily Attendance	range	12,109-36,186	38,000-735,000	29,000-900,000	1,941-224,500	200,000-1,100,127
	average	24,477	175,903.8	192,226.11	81,375.90	497,327.77

Notes for Table 1

[1]Public schools: The categories used here are defined differently by different respondents. For example, elementary schools vary from K-5 to K-8. Other respondents might not be interpreting "Combination Jr./Sr. High Schools" and "Area Vocational Schools" in the way intended. These cautions must be kept in mind when interpreting the findings.

[2]Other: Regional and cooperative agencies and the state departments accounted for most of the film circulation to "other" agencies. Several state agencies serve public libraries and colleges and universities. Several regional agencies mentioned serving colleges and universities. Special education schools and centers, adult education centers, alternative schools, rehabilitation centers, city and county agencies, and technical schools were among the types of agencies served.

[3]Private schools did not account for much of the film circulation, and the great majority of that circulation was to elementary schools. As with the public schools, the categories lack precision. Despite the small numbers, future surveys will continue to include private schools in order to detect any trend that may develop.

Table 2. Baseline Data: Profile of Collections

Profile of Collections		Media Center Type: Under 40,000 ADA District	Over 40,000 ADA District	County	Reg. & Coop.	State
Prints	range	768-10,126	2,576-20,606[a]	1,222-11,000[a]	122-13,762	5,782-19,074
	average	2,912.13	8095	5701	4904.77	12,008.6
			[a]without agency with largest number of prints			
	range		2,576-78,000[b]	1,222-45,000[b]		
	average		15,863	10,068		
			[b]with agency with largest number of prints			
Titles	range	733-3629	1892-7900	1150-4800	120-5526	1598-5341
	average	1998.38	4343.44	2764.56	2593.92	4169.4
Largest Number of Prints per Title	range	2-8	4-25[c]	2-16[c]	2-32	7-37
	average	4.63	12.44	8.5	9.23	20.8
	standard deviation	1.59	7.58	5.4	9.67	11.36
			[c]without largest number of prints per title			
	range		4-59[d]	2-65[d]		
	average		17.1	14.8		
	standard deviation		16.5	19.5		
			[d]with largest number of prints per title			
Bookings	range	6,711-45,357	23,888-325,000	8,554-125,000	208-306,711	61,820-187,431
	average	25,331.13	93,923.33	72,440.44	65,306.62	116,103.4
Requests	range	7,000-59,050	42,049-500,000	8,784-155,000	215-180,681	66,935-321,048
	average	26,312.81	162,690.28	76,472.67	102,388.11	190,027.8
Booking/Request ratio	range	0.75-.99	.58-.99	.80-.97	.69-.96	.40-.92
	average	0.89	.76	0.91	0.85	.67
Request/ADA ratio		1.08	.92	.4	1.26	.38
Print/Title ratio	range	1.04-2.40	1.11-3.42[e]	1.01-3.04[e]	1.01-5.17	1.37-4.70
	average	1.36	1.91	2.02	1.72	3.07
			[e]without largest print/title ratio			
	range		1.11-9.87[f]	1.01-9.37[f]		
	average		2.79	2.84		
			[f]with largest print/title ratio			
ADA/Print ratio		8.4	11.09	19.1	16.59	41.4
Print/Elementary ratio		93.55	125.8	43.1	42.85	18.48

Comments on Table 2

First, it should be noted that the "averages" reported in this study are means rather than medians. Due to the small number of cases involved, one or two widely discrepant cases can skew the mean toward their direction. For example, the figures on "prints," "print/title ratio" and "largest number of prints per title" change quite a bit in two agency categories when the extreme high end figure is eliminated in each instance.

It is interesting to note that the print/title ratio does not change according to size of agency as much as might be expected. Particularly striking is the comparison between districts below and above 40,000 ADA. Even though the average print/title ratio is larger in the districts over 40,000, only two over 40,000 districts have a larger print/title ratio than the under 40,000 district with the highest print/title ratio. The effect shows up in the booking/request ratio. The average booking/request ratio for over 40,000 districts is quite a bit less than the average of the under 40,000 districts (.76 compared to .89). (The booking/request ratio is also affected by the booking period as discussed later.) The districts over 40,000 apparently are not keeping pace with demand.

The States have the lowest booking/request ratio even though their print/title ratio is the highest of the five groups. Here booking period plays a large role also. Reliance on the mails forces a State department to allow for a longer total booking period, which means they need an even higher print/title ratio than they presently have.

Two other indicators that might reinforce the above (if the data are accurate) are ADA/print ratio (the number of students served per print) and print/elementary schools ratio (the number of prints available per school). The <u>smaller</u> the ADA/print ratio, the better: under 40,000, 8.4; over 40,000, 11.09; County, 19.1; Regional and Cooperative, 16.59; State 41.4. The <u>larger</u> the print/elementary schools ratio the better: under 40,000, 93.55; over 40,000, 125.8; County, 43.1; Regional and Cooperative, 42.85; State, 18.48. Had we computed a print/all schools ratio, the State would fare even worse. We need to remember that films are booked to <u>schools</u> so that the print/school ratio has more meaning for this survey than ADA/print.

Notice that the under and over 40,000 districts reverse positions when ADA/print ratio and print/elementary schools ratio are compared. The under

40,000 districts have a more favorable ADA/print ratio: 8.4 to 11.09. The over 40,000 districts have a more favorable print/elementary school ratio: 125.8 to 93.55. If the data are accurate, the shift is probably caused by the larger average number of students per school in the over 40,000 districts, assuming, of course, that their titles are spread over elementary and secondary in the same proportions.

The dilemma of breadth versus depth of a collection is complex. A number of program directors have complained that buying in depth to satisfy demand and replacement footage take up virtually the whole film budget, leaving little for new titles. The data emphasized in this survey tended to draw attention to the depth rather than the breadth of collections.

Another interesting comparison that needs to be interpreted very cautiously is the request/ADA ratio. The higher the ratio the greater the number of requests per student served. Surprisingly the lowest figure is the County at .4, particularly when the Regional and Cooperative ratio is the highest at 1.26. This is a potentially indicative ratio but we want to do no more than note it at this time. There is very good reason to question the ADA figures supplied us. Some of the reports of total requests might be questioned as well.

Table 3. Percentage of Media Centers Which Circulate Media Besides 16mm Films

Types of Non-Film Media	Media Centers Answering "Yes"				
	Under 40,000 (N=16)	Over 40,000 (N=10)	County (N=9)	Reg. & Coop. (N=13)	State (N=5)
Videotapes	62.5%	60%	44.4%	46.2%	40%
Filmstrips	68.8	70	33.3	61.5	40
Slides	68.8	70	22.2	46.2	40
Study & Art Prints	56.3	60	33.3	46.2	0
Transparencies	56.3	60	33.3	53.8	40
Games	37.5	30	22.2	30.8	0
Audiotape	68.8	50	33.3	69.2	40
Maps and Globes	18.8	20	22.2	30.8	0
Models	43.7	70	33.3	38.5	0

Comments on Table 3

While the data indicate that many agencies are circulating videotapes, the sources of the programing on those videotapes is not known. We hope to get at that information in a future survey -- without embarrassing anyone, we hope!

Some examples of "other": kits, super 8, raw stock (film, transparencies), relia, professional books, loan equipment, phonograph records, charts.

One over-40,000 ADA agency stated that it stopped adding to its collections of the above in 1974. It circulates only the items it had prior to that date. Another large school district commented that the individual schools build their collections of the above. We intend to keep track of trends in this area. If a trend toward reliance on individual building collections of media other than film has been underway during the last decade, tight money and rising costs could swing it back toward centralizing collections of certain items.

Table 4. Limitations on Number of Titles Which May Be Booked by Any One School or School District

		Media Center Types				
		Under 40,000 (N=16)	Over 40,000 (N=10)	County (N=9)	Reg. & Coop. (N=13)	State (N=5)
Schools	yes	0 %	10%	0%	0%	40%
	no	100	90	100	100	60
Systems	yes	6.3%	0%	0%	0%	0%
	no	50	80	100	100	80
	N.A.*	43.7	20			20

*N.A. = Not Applicable

Comments on Table 4

One under 40,000 district noted that while schools were not limited in number of titles booked, the district assigns films to specific grade levels or courses, and books accordingly.

One over 40,000 district mentioned that each school has a weekly quota based on enrollment.

The data do not indicate this directly but it is assumed that the "yes" responses in the under-40,000 column refer to private school systems; or else the item didn't communicate.

The responses of the County and Regional/Cooperative agencies are somewhat puzzling since it is known that some of them operate under a contract system whereby participating districts contract for a specified number of films. This might be clarified in a future survey.

Table 5. Use of Computer Booking

"Does your agency use computer booking?"

	Under 40,000	Over 40,000	County	Reg. & Coop.	State
yes	25%	50%	33.3%	53.8%	80%
no	75	50	66.7	46.2	20

Table 6. Use of Booking Form

"Are all film requests required to be on a specific booking form?"

	Under 40,000	Over 40,000	County	Reg. & Coop.	State
yes	93.8%	90%	77.8%	76.9%	100%
no	6.2	10	22.2	23.1	0

Table 7. Requests Made According to Title or Code Number

	Media Centers Responding "YES"				
Users request a film by indicating. . .	Under 40,000	Over 40,000	County	Reg. & Coop.	State
Title	75 %	70%	88.9%	61.5%	20%
Code Number	87.5	50	88.9	92.3	80

Comment: A number of agencies stated that both title and assigned number are required.

Table 8. Booking Via Telephone

"Does your agency do some booking by phone?"

	Under 40,000	Over 40,000	County	Reg. & Coop.	State
yes	87.5%	70%	88.9%	84.6%	80%
no	12.5	30	11.1	15.4	20

Table 9. Limitations on Phone Orders

"Are there any limitations on phone orders?"

	Under 40,000	Over 40,000	County	Reg. & Coop.	State
yes	78.6%	85.7%	87.5%	81.8%	25%
no	21.4	14.3	12.5	18.2	75

Comments on Table 9

Some of the limitations mentioned: no more than three (two, four, or five) titles; emergency only; requests for extensions of bookings accepted by phone but may eliminate; only school media specialist may place an emergency order; for delivery no more than one week in advance; emergency changes due to weather or illness; phone orders taken only when mail orders, or walk-in orders, are complete and we are up to date.

One regional agency does all booking by phone.

One agency goes by time limit: elementary, one ten-minute time period; jr. and sr. high, one fifteen-minute period a week. Schools are also allowed to call one day a week during the potluck (!) period: one hour in the morning; one hour in the afternoon.

Table 10. Advance Time Required for Booking

"If the film is to be delivered by your agency, specify the amount of advance time that your agency requires for booking a film."

	Number of Media Centers				
Minimum advance time required. . .	Under 40,000	Over 40,000	County	Reg. & Coop.	State
One day	6	1	4	4	0
Over one day	5	5	4	5	0
average	1.5	2.5	1.6	1.6	
Weeks	4	3	1	3	4
average	3	1.5	2	1.7	.2
Months	1	1	0	0	1
average	2	1			1

Table 11. Maximum Advance Booking Time

"How far in advance will your agency book?"

	Number of Media Centers				
Maximum advance time allowed. . .	Under 40,000	Over 40,000	County	Reg. & Coop.	State
Less than 2 months	4	4	5	4	2
3-4 months	2	2	3	1	0
More than 5 months	0	0	0	1	0
Year	9	4	1	7	3

Comment on Table 11

Something about the placement of this question or the way it is worded may have been misleading because the answers run contrary to common experience. For example, it is hard to believe that five County and two State programs do not book more than two months in advance.

Table 12. Over-the-Counter Requests

"If a user personally comes to the agency and requests immediate use of an available film, is the film booked and given to the user?"

	Under 40,000	Over 40,000	County	Reg. & Coop.	State
yes	81.3%	80%	66.7%	92.3%	80%
no	18.7	20	33.3	7.9	20

Comments on Table 12

Some restrictions on above: "perhaps in an extreme emergency," "would be rare" (an under 40,000 district); "for administrator or consultant"; "occasionally at the discretion of the director" (over 40,000); "if film can be returned for booking by computer on Friday" (a State department).

Table 13. Booking Period

"Separating the booking period into three phases, indicate your agency's average allotted time for each phase."

	Total Time Required for All Three Phases: Delivery, Use, Return				
	Under 40,000	Over 40,000	County	Reg. & Coop.	State
range	4-12 days	4-16 days	4-11 days	5-20 days	8-14 days
average	6.1 days	7.2 days	7.8 days	8.15 days	10 days

Comments on Table 13

This item apparently was not well structured on the survey questionnaire, making the data on each phase unreliable. Information on both the total cycle and its individual phases is important because of its impact on ability to fulfill requests. This issue will be probed again in a future survey.

Several of the States (and perhaps some counties and regional agencies) appear to be optimistic about the time for delivery and return when reliance is placed on mail. They may have been reporting maximum performance rather than typical performance.

Table 14. Confirmation Time

"What is the average time between making a booking and providing a user with a confirmation as to the scheduled use date?"

	Number of Media Centers				
Confirmation Time	Under 40,000	Over 40,000	County	Reg. & Coop.	State
Days	14	7	6	8	2
average	2.2 days	2 days	2.2 days	1.7 days	3.5 days
Weeks	2	1	3	5	2
average	2 weeks	2 weeks	2.3 weeks	1.3 weeks	1.5 weeks

Comments on Table 14

A few responses indicated that either the question was not clear enough or some agencies need to attend to internal routine. One County takes an average of three weeks to provide a confirmation. Perhaps this is at the beginning of the booking year.

One district over 40,000 entered the cryptic and provocative note: "We do not confirm orders."

One under 40,000 district is in the process of installing a computer system that will give instant confirmation; presumably each school has a terminal.

Several districts mentioned that phone orders are confirmed immediately.

One Regional said the time varied because they use a batch system in using the computer.

Table 15. Film Delivery Systems

	Number of Media Centers					
Delivery System	Under 40,000	Over 40,000	County	Reg. & Coop.	State	Total
UPS	1	0	1	0	0	2
Mail	2	0	2	2	5	11
User Pick-up	9	3	4	7	3	26
Agency Courier	13	9	8	12	0	42

Comments on Table 15

Obviously, agencies checked as many boxes as applied; the data indicate that agency courier is most frequently used.

One under-40,000 district pays a modest amount to someone from each of the schools to pick up materials from the media center on a tri-weekly basis. This method has been in use for 20 years even though the district has experienced rapid growth during that period. It is a very cost-effective system, saving not only dollars but also the whole hassle of running vans.

Several regional agencies commented that participating district delivery services are used as well as agency courier.

The choice of the term "agency courier" was not clear to everyone. The term was intended to include any method of delivery by the agency, usually by vehicle.

Table 16. Frequency of Delivery

"If you use a delivery system other than mail or UPS, how frequently is each school served?"

	Number of Media Centers					
Frequency of Delivery	Under 40,000	Over 40,000	County	Reg. & Coop.	State	Total
Daily	12	6	2	3	0	23
Twice Weekly	4	2	4	8	0	18
Weekly	1	2	3	2	1	9

Comment: The "other" category included the following: every other day; some schools receive delivery once a week (a regional); schools are divided into two groups and have deliveries twice weekly.

Table 17. Delivery Schedule by Grade Level

"Does your delivery schedule vary by grade level?"

	Under 40,000	Over 40,000	County	Reg. & Coop.	State
yes	12.5%	10%	0%	0 %	0%
no	87.5	90	100	93.3	80
N.A.*				7.7	20

*N.A. = Not Applicable

Comment: Some variations were mentioned: daily for high school, every other day for elementary and middle (large district) (several agencies had a similar plan); one agency said elementary daily and secondary (including vocational) twice daily.

Table 18. User Feedback Form

"Does your agency have a user feedback form?"

	Under 40,000	Over 40,000	County	Reg. & Coop.	State
yes	62.5%	80%	66.7%	76.9%	60%
no	37.5	20	33.3	23.1	20
N.A.*					20

*N.A. = Not Applicable

Table 19. Information in Feedback Form

"Which of the following items are solicited in your form?"

Type of Information	Number of Media Centers					
	Under 40,000	Over 40,000	County	Reg. & Coop.	State	Total
Name of school	7	5	5	7	1	25
User's name	8	5	5	6	1	25
Audience size	5	1	3	1	0	10
Currency	2	7	6	7	1	23
Instructional effectiveness	2	5	5	5	1	18
Physical condition	7	7	6	9	3	32
Specific damage	6	5	3	5	2	21

Comment: In the "other" category were found: grade level (or subject) using film; evaluation of agency service; classification in catalog; request for student response to appropriateness of film; would film be used again.

Comments written on the questionnaire were opinions on the usefulness of the information. One agency thought "instructional effectiveness" unnecessary because the film was already bought and that effectiveness is up to the user. (It seems to us that this comment ignores the implied evaluation of the selection process.)

Table 20. Film Inspection Frequency

"Are films routinely inspected after each booking?"

	Under 40,000 (N=16)	Over 40,000 (N=10)	County (N=9)	Reg. & Coop. (N=13)	State (N=5)
yes	68.8%	50%	66.7%	69.2%	60%
no	31.2	50	33.3	30.8	40

"How frequently are films inspected? (If not the above)"

	Number of Media Centers				
After each booking with evidence of use	2	5	3	3	1
After a set of bookings	1	0	0	0	0
User complaint	2	1	0	2	1

Comment: This item produced some interesting responses: during vacation time; every six months, average of 3 times per year; when time permits.

This may be a function that has been hard hit by budgetary problems. But it could be costly in the long run.

Most Circulated Films

The third major section of the survey attempted to identify the titles of those 16mm films which were most frequently circulated by the responding agencies. The findings are reported here in two tables. The first, Table 21, ranks the top 70 titles according to the total number of bookings reported by respondents. The second, Table 22, orders the titles according to the average ranking received by each title.

Table 21

The seventy (70) most circulated films ranked by total circulation reported by at least four (4) agencies in the sample.[1]

Rank & Title of Film	No. of agencies reporting film in top 50 by kind of agency: Under 40,000	Over 40,000	County	Reg. & Coop.	State	Total Bookings
1 Donald in Mathmagic Land	7	3	1	7	2	1873
2 Red Balloon	7	3	1	6	2	1859
3 Cat in the Hat	2	2	2	6	0	1218
4 Beaver Valley	6	0	1	4	2	1213
5 Clown	2	3	1	3	1	1210
6 Peter and the Wolf	4	1	1	3	2	1129
7 Paddle to the Sea	4	2	0	3	1	1058
8 Winter of the Witch	4	1	1	3	1	928
9 Legend of Sleepy Hollow	0	3	1	3	0	881
10 Hailstones and Halibut Bones	3	2	1	2	0	880
11 Animals are Different and Alike	1	1	0	2	0	879
12 Hemo the Magnificent	3	1	1	6	1	879
13 Future Shock	1	2	0	5	1	865
14 Evan's Corner	0	2	0	2	0	812
15 Caterpillar	3	2	1	2	0	712
16 The Golden Fish	3	1	0	1	1	708
17 I'm No Fool With a Bicycle	3	0	1	4	0	647
18 The Ant and the Grasshopper	0	0	0	5	1	609
19 The Little Engine that Could	1	2	0	3	0	601
20 The Lorax	0	1	2	4	1	579
21 Curious George Rides a Bike	3	3	0	1	0	556
22 I'm No Fool With Fire	2	0	1	3	0	528
23 Bear Country	4	1	1	2	1	524
24 Dragon Stew	3	1	0	4	0	524
25 Mysteries of the Deep	3	0	0	3	1	503

[1] Because of the small sample size, circulation figures can be influenced unduly by large agencies. In order to minimize this effect, we established the criterion that a film must be listed in the top 50 films by at least four agencies. However, it should be clear that the list, like the electoral college, is tilted toward the larger agencies.

Rank & Title of Film	Under 40,000	Over 40,000	County	Reg. & Coop.	State	Total Bookings
26 Why Man Creates	0	1	0	3	1	484
27 Rumpelstiltskin	2	2	0	1	1	479
28 Adventures of a Young Eagle	2	0	0	3	0	462
29 Jack and the Beanstalk	1	1	0	1	1	452
30 Crying Red Giant	1	1	0	2	0	426
31 Animals in Autumn	1	3	0	2	0	423
32 Sneetches	3	0	0	1	1	416
33 Pigs	3	1	0	1	1	414
34 Children of Plains Indians	1	0	1	1	1	398
35 A Kite Story	2	0	0	1	1	390
36 Dr. Seuss on the Loose	1	2	1	2	0	385
37 Paul Bunyan Lumber Camp Tales	2	0	0	3	0	379
38 Nature's Strangest Creatures	2	0	0	2	0	375
39 How to Catch a Cold	4	1	1	0	0	370
40 The Five Chinese Brothers	2	3	0	0	0	370
41 I'm No Fool as a Pedestrian	2	0	1	1	0	369
42 Mike Mulligan and His Steam Shovel	4	3	0	0	0	361
43 Dinosaurs: The Terrible Lizards	2	0	1	2	0	358
44 Dick Whittington and His Cat	3	0	0	2	0	357
45 Hansel and Gretel	2	1	0	1	1	353
46 An Occurrence at Owl Creek Bridge	1	0	0	2	1	342
47 Adventures of Huckleberry Finn	0	1	1	1	2	339
48 Big Dinner Table	2	1	1	1	0	339
49 Paul Bunyan	0	1	0	3	0	337
50 You and Your Five Senses	2	0	1	1	0	334
51 Boston Tea Party	3	0	0	2	0	326
52 Case of the Elevator Duck	3	1	0	0	0	326
53 The Shoemaker and the Elves	3	1	0	1	0	326
54 Our Mr. Sun	2	0	1	2	0	321
55 Shot Heard Round the World	3	0	0	2	0	304
56 Nature's Half Acre	2	1	0	1	0	276
57 The Legend of Johnny Appleseed	2	0	0	3	0	276
58 Ugly Duckling	1	0	0	3	0	272
59 Journals of Lewis and Clark	0	0	0	3	1	267
60 The Unchained Goddess	1	0	1	3	1	255

Rank & Title of Film	Under 40,000	Over 40,000	County	Reg. & Coop.	State	Total Bookings
61 Eat for Health	2	0	0	2	0	255
62 Seal Island	2	0	0	1	1	236
63 Sharks	1	0	1	3	1	230
64 The Donuts	3	1	0	0	0	230
65 The Snowy Day	1	3	0	0	0	218
66 You and Your Food	3	0	1	0	0	213
67 Real West	4	0	0	0	0	212
68 Eat Well: Grow Well	1	1	0	2	0	211
69 Brown Wolf	1	0	0	3	0	200
70 Indians of Early America	3	0	1	1	0	183

Table 22

The seventy (70) films with the highest average ranking among the most circulated films reported by at least four (4) agencies.[1]

Title of Film	Average Rank[2]	Rank from Table 21	Number of agencies that ranked film in top 50 by kind of agency					
			Under 40,000	Over 40,000	County	Reg. & Coop.	State	Total
Cat in the Hat	5.3	3	2	2	2	6	0	12
Red Balloon	7.6	2	7	3	1	6	2	19
The Golden Fish	9.3	16	3	1	0	1	1	6
Donald in Mathmagic Land	9.4	1	7	3	1	7	2	20
The Donuts	10.0	64	3	1	0	0	0	4
Winter of the Witch	10.7	8	4	1	1	3	1	10
Sneetches	11.2	32	3	0	0	1	1	5
Beaver Valley	11.5	4	6	0	1	4	2	13
Future Shock	11.7	13	1	2	0	5	1	9
Dr. Seuss on the Loose	11.9	36	1	2	1	2	0	6
Crying Red Giant	12.4	30	1	1	0	2	0	4
Boston Tea Party	12.8	51	3	0	0	2	0	5
Peter and the Wolf	13.6	6	4	1	1	3	2	11
The Ant and the Grasshopper	13.7	18	0	0	0	5	1	6
Caterpillar	13.8	15	3	2	1	2	0	8
The Five Chinese Brothers	14.6	40	2	3	0	0	0	5
The Little Engine That Could	14.7	19	1	2	0	3	0	6
Paddle to the Sea	15.9	7	4	2	0	3	1	10
Dragon Stew	16.2	24	3	1	0	4	0	8
Jack and the Beanstalk	16.4	29	1	1	0	1	1	4
Curious George Rides a Bike	17.0	21	3	3	0	1	0	7
How to Catch a Cold	17.2	39	4	1	1	0	0	6
The Restless Sea	17.6	--	1	0	1	2	1	5
A Kite Story	18.4	35	2	0	0	1	1	4
The Shoemaker and the Elves	19.2	53	3	1	0	1	0	5

[1] Again to reduce the influence of large districts, a film had to be listed by at least four agencies. In contrast to Table 2, this list can favor smaller districts.

[2] The rankings of each film reported in the top 50 by at least four agencies were added and averaged. The films were then ranked by average rankings.

Title of Film	Average Rank	Rank from Table 21	Number of agencies that ranked film in top 50 by kind of agency					
			Under 40,000	Over 40,000	County	Reg. & Coop.	State	Total
Case of the Elevator Duck	19.4	52	3	1	0	0	0	4
Why Man Creates	20.0	26	0	1	0	3	1	5
Hemo the Magnificent	20.6	12	3	1	1	6	1	12
Animals are Different and Alike	20.8	11	1	1	0	2	0	4
Paul Bunyan	21.1	49	0	1	0	3	0	4
Bear Country	21.8	23	4	1	1	2	1	9
I'm No Fool as a Pedestrian	22.3	41	2	0	1	1	0	4
Shot Heard Round the World	22.4	55	3	0	0	2	0	5
Dinosaurs: The Terrible Lizards	22.5	43	2	0	1	2	0	5
Eat Well: Grow Well	22.5	68	1	1	0	2	0	4
The Lorax	22.7	20	0	1	2	4	1	8
Clown	23.4	5	2	3	1	3	1	10
Children of Plains Indian	23.5	34	1	0	1	1	1	4
Legend of Johnny Appleseed	23.6	57	2	0	0	3	0	5
Big Dinner Table	23.8	48	2	1	1	1	0	5
Nature's Half Acre	24.0	56	2	1	0	1	0	4
Eat for Health	24.0	61	2	0	0	2	0	4
Paul Bunyan Lumber Camp Tales	24.3	37	2	0	0	3	0	5
The Unchained Goddess	24.8	60	1	0	1	3	1	6
Our Mr. Sun	25.2	54	2	0	1	2	0	5
Evan's Corner	25.8	14	0	2	0	2	0	4
Nature's Strangest Creatures	26.1	38	2	0	0	2	0	4
Seal Island	26.1	62	2	0	0	1	1	4
Dick Whittington and His Cat	26.5	44	3	0	0	2	0	5
Real West	26.6	67	4	0	0	0	0	4
Legend of Sleepy Hollow	26.7	9	0	3	1	3	0	7
You and Your Five Senses	26.8	50	2	0	1	1	0	4
Pigs	26.9	33	3	1	0	1	1	6
You and Your Food	27.0	66	3	0	1	0	0	4
Hansel and Gretel	27.1	45	2	1	0	1	1	5

Title of Film	Average Rank	Rank from Table 21	Number of agencies that ranked film in top 50 by kind of agency					
			Under 40,000	Over 40,000	County	Reg. & Coop.	State	Total
Hailstones and Halibut Bones	27.2	10	3	2	1	2	0	8
I'm No Fool With a Bicycle	27.4	17	3	0	1	4	0	8
Adventures of a Young Eagle	27.8	66	2	0	0	3	0	5
Sharks	27.8	63	1	0	1	3	1	6
I'm No Fool with Fire	28.7	22	2	0	1	3	0	6
Brown Wolf	29.4	69	1	0	0	3	0	4
Adventures of Huckleberry Finn	29.7	47	0	1	1	1	2	5
An Occurrence at Owl Creek Bridge	30.4	46	1	0	0	2	1	4
Mysteries of the Deep	30.6	25	3	0	0	3	1	7
Mike Mulligan and His Steam Shovel	31.0	42	4	3	0	0	0	7
Indians of Early America	31.3	70	3	0	1	1	0	5
Animals of Autumn	32.8	31	1	3	0	2	0	6
Journals of Lewis and Clark	32.9	59	0	0	0	3	1	4
Ugly Duckling	33.5	58	1	0	0	3	0	4
How to Save a Choking Victim (Heimlich)	36.8	--	2	0	0	2	0	4
The Snowy Day	40.4	65	1	3	0	0	0	4
Rumpelstiltskin	40.8	27	2	2	0	1	1	6

Comments on Tables 21 and 22

We hope we have made the distinction between Tables 21 and 22 clear in the footnotes at the bottom of the first page of each. We believe Table 22 is more indicative of the relative popularity of the films. Another index can be obtained by multiplying the reciprocal of the average ranking of a given film by the number of agencies reporting the film. If this method is applied to the first five films of Table 22, their respective values are 2.3, 2.5, .65, 2.12, and .4. If general popularity is sought, this method may prove to be best.

Perhaps the most unexpected datum to come out of the lists of 50 most circulated films is the number of titles reported. Nine hundred and twenty-seven (927) different titles were reported. There is much greater variance in circulation of titles, and perhaps in the catalogs of agencies, than anticipated. However, our guess is that increasing the sample size will not result in a proportionate increase in new titles.

The second most striking feature of both Tables was anticipated. The vast majority of the films are elementary and a majority of those are language arts. There are only a few films that can be regarded as primarily secondary. "Occurrence at Owl Creek Bridge" and "Future Shock" are two examples that stand out. We are working on ways of getting at distribution of films in a greater variety of subject areas and grade levels. Simply adding up total bookings will always result in a list heavily elementary. Districts keep records by bookings not by showings or audience, and there are many more elementary than secondary schools. Some of the agencies in our sample indicated the capability of retrieving booking data by subject matter area and more of them indicated the ability to retrieve by grade level. We are hoping to use those agencies (and more that we can add!) to get at the data we are seeking. We want to be able to show that media (in this case, films) are being used extensively in basic curriculum areas.

"Dr. Seuss on the Loose" is also available by separate titles. We tabulated circulation as reported to us. We assumed that those agencies reporting "Dr. Seuss on the Loose" circulated the whole set that many times. "The Shot Heard Round the World" is another instance of a series plus individual titles being reported. Some agencies circulate "Hemo the Magnificent" in two parts. However, for this report we used the larger circulation of the two parts.

Which kinds of agencies circulate which films will mean different things to different people. For example, "Mike Mulligan and His Steam Shovel" looks like a natural for distribution by County and Regional agencies: a language arts film that can be used just about anytime. But only under- and over-40,000 districts reported it in the top 50. Then look at "The Donuts" -- a film no one in the AV Center at Indiana University even knew existed. Three districts under 40,000 and one over 40,000 reported it. The total circulation was able to get it no better rank than 64 in Table 21. But those districts all ranked it high enough to get it a rank of 5 in Table 22. It will be interesting to see how it fares in future surveys. In fact, it is the performance of films over the years that is of most interest. This year's results are simply the start.

Looking Ahead

Respondents were asked to rate three topics according to their interest in seeing them treated in the next survey. The final table, Table 23, summarizes these responses.

Table 23. Ratings of Future Topics

Topic	Average Rating (4 is high, 1 is low) by Agency Type					Total Average Rating
	Under 40,000	Over 40,000	County	Reg. & Coop.	State	
Cataloging	1.78	2.25	2.50	2.03	3.12	2.34
Collection building	2.15	2.45	2.44	2.34	1.12	2.1
Financial	2.12	1.95	1.61	2.07	2.25	2.0

Comments on Table 23

In the "other" category were listed: evaluation and selection procedures; ways to update and weed collections (how long does a film last?); media design and production; ways to increase circulation; videotape versus 16mm; per pupil costs of maintaining a collection.

We were surprised that cataloging came out on top. Unless something happens between now and May (when the questionnaire reaches final form), catalogs and cataloging procedures will be it.